

**Remarks/Arguments:**

Applicant submits herewith a Request for Continued Examination (RCE) under 37 CFR § 1.114, the requisite filing fee of \$405 for the RCE under 37 CFR § 1.17(e), and a petition under 37 CFR § 1.144 from requirement for restriction.

Claims 276-296 and 308-332 have been amended and remain pending in the application. Claims 297-307 have been withdrawn by the examiner pursuant to the provisional election made in response to the examiner's restriction requirement.

The following remarks parallel the detailed action in the office action.

***Election/Restrictions***

Applicant acknowledges that the examiner does not agree with applicant's traverse made of the election/restriction requirement. The action of the examiner makes final the restriction and withdraws claims 297-307 from further consideration pursuant to 37 CFR 1.142(b), as being drawn to a nonelected Invention.

Applicant amends the withdrawn claims to be consistent with the amendments made to the elected invention and respectfully requests reconsideration of the restriction requirement based on the revised claims.

Applicant believes the inventions are now closely related, do not have a separate status in the art, are in the same field of search, and are not likely to raise different non-prior art issues. In fact, a prior art document of record (U.S. Patent Application No. 2002/0178271 to Graham, et al.), which was cited in the present office action, is the closest prior art related to the withdrawn claims and known to the applicant. Additionally, consideration should be given to the fact there have been two previous restrictions issued on this application resulting in 10 different filings due to withdrawn inventions.

### ***Claim Rejections - 35 USC § 112***

Applicant amends the claims to conform to the objection of the examiner that the format of the claims involved different statutory classes of invention, including:

- (1) A re-write of the preamble in the independent claim 276 that specifies a "computer readable medium storing instructions on a server computer for presenting to a user a virtual e-mail accessible on a network, wherein the instructions when executed cause the server computer to perform the following steps." This is supported at paragraphs 65, 83 and 85 of the description.
- (2) A re-write of the preamble in the independent claim 308 that specifies a "computer readable medium storing instructions on a server computer for presenting to a user a virtual e-commerce host accessible on a network, wherein the instructions when executed cause the server computer to perform the following steps." This is supported at paragraphs 109-111 of the description.

The dependent claims 277-296 and 309-332 were changed accordingly to refer to the computer readable medium and the instructions as appropriate.

Dependent claims 288, 289, 290, 303, 306, 320, 325, and 326 were amended to strike "foreign" language and insert "user-selected" language in order to clarify the claim. This change is supported at paragraph 144 of the description.

### ***Claim Rejections - 35 USC § 101***

Applicant acknowledges examiner's findings that: a "network" which is not a process, machine, manufacture or composition of matter mentioned; and that the claims' recitation to "a server" and "software" embrace or overlap two different statutory classes of invention. Applicant's amendments referred to in the preceding paragraph are intended to address this finding.

### ***Claim Rejections - 35 USC § 103***

Applicant acknowledges examiner's action rejecting claims 276-296 and 308-332 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Application Publication No. 2001/0056377 to Kondoh, et al. (hereafter Kondoh) in view of U.S. Patent Application No. 2002/0178271 to Graham, et al. (hereafter Graham).

Applicant amends the independent claims (276 and 308) to require that the instructions on the computer readable medium include a step of "presenting a third e-shop/website displaying the first good/content and the second good/content as if the first good/content and the second good/content originated from the third e-shop/website, wherein the server computer is configured to control all interfacing with the user through the third e-shop/website"

This step is supported in the description at paragraph 139 and is further described in paragraphs 125-140 of the description and figures 9-15. Neither Kondoh nor the Graham discloses this limitation. Such limitation is not disclosed in any prior art publication of record or known to applicant.

The prior art of record and known by the applicant electronically parallels the actions of a shopper visiting a physical shopping mall where a shopper (user) enters a mall complex (e-commerce mall) and then enters in a shop (e-shop/website) where the shopper (user) browses, purchases, and exits the shop (e-shop/website) back to the mall complex (e-commerce mall) and then into another shop (e-shop/website). Thus, the prior art in e-commerce uses an electronic means for performing the same basic steps as in common use in the physical world. The above cited step in the present invention is distinctive in that it eliminates the appearance of separate e-shop/web sites to the user and eliminates the barriers to a sale presented by each website having different inventories that the user must navigate to find a desired product.

Applicant's invention offers the ability to use a single server to present dynamic goods/contents hosted and managed at multiple websites so that the user sees only a single website. A key difference with the prior art is that the user does not have to navigate from one website/e-shop to another.

The importance of the present invention is that it increases the number of available goods/contents on a single e-shop/website without the impediments to the user to finding an item inherent in the prior art. The present invention simplifies user experience because navigation to multiple sites hosting differing product inventories is avoided and at the same time increases the purchasing alternatives available. For the seller, the present invention translates to increased revenues since many e-shops will be selling complementary goods virtually at a single site, instead of just the limited inventory at the sellers dynamic e-shop/website.

In sum, the "computer readable medium" modified with the instructions as claimed becomes a "virtual host" that does "all the interfacing" with the user accessing the virtual host and presenting the contents/goods as if they originated from the virtual host, although in reality, they are dynamic contents/goods at the originating dynamic e-shop/web sites. This novel means of virtual presentation enables goods/contents to be dynamically hosted and managed at a single location and available to unlimited virtual e-shop/websites.

This novel method further permits the creation of virtual web sites, other than shopping sites, for instance, a web site may be virtual on-line schools, cities, etc. The use of this invention is without limits, and, as more goods/services are offered, the more it will allow the creation of a virtual shopping and non-shopping web sites and a combination of both (See paragraph 19 of the disclosure).

In sum, the added step of "presenting a third e-shop/website . . ." is unique in the field. None of the advantages to this step reiterated above is possible with the currently available prior art of record or any known prior art.

**Conclusions:**

This response is intended to fully respond to the office action mailed 18-NOV-2008. It is timely filed within the 3-month shortened statutory period.



Amendments to the claims address the objections and rejections made in the office action and overcome the prior art of record.

No additional claims fees are due as a result of the submitted amendments. No new matter is added to the application by the amendments in this response.

Therefore, applicant respectfully requests further examination of his application based on the amendments submitted, that a timely Notice of Allowance be issued in this case, and that the application be issued as a United States Patent.

Respectfully submitted,

Signed: February 6, 2008

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